



# Welcome to LIDMA!

The LIFE Insurance Direct Marketing Association (LIDMA) is the premier non-profit organization dedicated specifically to supporting businesses and professionals engaged in the direct marketing of life insurance and related products to consumers! In this arena, LIDMA member life insurance direct marketers, carriers, exam companies and business partners work collaboratively to enhance business models for increased efficiencies to facilitate a more streamlined experience for consumers and the companies dedicated to this industry segment.

The LIDMA Fall Meeting & Business Showcase is the insurance industry's top annual meeting for producers, carriers, insurance agencies, and vendor partners involved in direct sales and processing.

# Join Us In 2024

The Annual Life Insurance Direct Marketing Association Fall Meeting & Business Showcase is slated for September 29 - October 2, 2024 at the Arizona Grand Resort & Spa in Phoenix, AR and we are excited to announce our sponsorship packages, which includes expanded à la carte opportunities!

We value our partners and want to provide creative opportunities to get in front of new prospective customers. These are limited sponsorship opportunities and sell very quickly. Our sponsorship package opportunities are available on a first come first serve basis.

The Premier sponsorship allows you to personally invite your attendees for a private session and have control of who your audience is in addition to representation on the mobile app! Executive sponsorship affords expanded presence and exposure before and during the conference. With the Signature sponsorship, you have the opportunity to advertise your company in the main conference hall, display a showcase table and receive special recognition during conference. The Showcase area grants space for continued display of products to direct marketers and carriers. This format allows you to decide the best package that targets your current or prospective customers. In addition, we encourage you to add on a Cornerstone sponsorship to any package to optimize your message.

A 50% deposit will be required to hold your spot and full payment will be due by August 15th. Email [gina@lidma.org](mailto:gina@lidma.org) or call LIDMA at 866.890.LEAD (5323) today so that you do not lose your opportunity to increase your business!

We look forward to seeing you there!

**Joe Klein, APPS**  
LIDMA Vice President & Networking Chair

**Nicole Buckenmeyer**  
LIDMA President



## Partnership Packet

### PACKAGE

#### PREMIER

\$7500

Premier sponsorship allows you to personally invite your attendees for a private session and have control of who your audience is.

you will get

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20 Minute Private Session! One on one time with the attendees you choose

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30 minute virtual session (during the year) hosted and promoted by LIDMA

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Signage in main conference hall

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Special recognition and mention throughout the conference

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Business Showcase display table throughout conference (optional)

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Banner Ad & Company logo on Mobile Conference App and LIDMA Website

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Advance Copy of Attendee List

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4 Attendees

### PACKAGE

#### EXECUTIVE

\$6000

Executive sponsorship affords expanded presence and exposure before and during the conference.

you will get

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30 minute virtual session (during the year) hosted and promoted by LIDMA

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Signage in main conference hall

---

Special recognition and mention throughout the conference

---

Business Showcase display table throughout conference (optional)

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Banner Ad & Company logo on Mobile Conference App and LIDMA Website

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Advance Copy of Attendee List

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3 Attendees

### PACKAGE

#### SIGNATURE

\$4000

With Signature sponsorship, you have the opportunity to enhance your visibility throughout the conference.

you will get

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Signage in main conference hall

---

Special recognition and mention throughout the conference

---

Company logo on Mobile Conference App and LIDMA Website

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2 Attendees



866-890-5323



WWW.LIDMA.ORG



3227 S. Cherokee Lane Suite 1320,  
Woodstock GA 30188

# Cornerstone Partnership

\$2500

## Hydration Station

Provide refreshing bottled water throughout the conference and keep the attendees in front of your brand! Hydration station to be set up in the thick of the conference traffic for the two days of conference, with branded message and company logo,

\$2500

## Conferece Mobile App

Mobile go to for attendees to access schedule and presentation info with your logo displayed.

\$2500

## Name Badge Lanyard

This is a great opportunity to promote your company's brand. Lanyards are given to all attendees at check-in. Investment includes lanyard production with your logo of choice (1 color)

\$2500

## Hotel Room Key Card

From check-in to check-out attendees will see your branding or product message every time they use their room key. Your investment includes 4- color production of your logo / message on one side of the card, distributed to all LIDMA hotel guests.

\$4000

## Sunday Welcome Reception

Network and promote your company. Sponsor will be recognized during the program, on signage and have napkins with their logo provided.

\$4000

## Monday Cocktail Reception

Network and promote your company. Sponsor will be recognized during the program, on signage and have napkins with their logo provided.

\$3000

## Espresso Café

Promote your company with a branded Espresso Café on Monday afternoon at the conference. Sponsor will be recognized during the program, on signage and have napkins with their logo provided

\$3000

## Life Lessons Presenter

Support a great message for everyone on why we do what we do! Costs cover honorarium, travel and lodging for the Life Lessons story presenter, recognition for your company as their sponsor and you get to introduce them.

\$ Varies

## Keynote Presenter

Support a great message for everyone on why we do what we do! Costs cover honorarium, travel and lodging for the Life Lessons story presenter, recognition for your company as their sponsor and you get to introduce them.

Contact us for additional or custom options!

- Limited to LIDMA Member Companies, available on a first-com first-sere basis.
- Please contact LIDMA at (866) 890-LEAD (5323) or [info@lidma.org](mailto:info@lidma.org) to discuss a custom sponsorship to maximize your exposure.
- No reservation accepted until payment and paperwork received.
- Set-up Sunday afternoon; tear-down Tuesday afternoon.

LIDMA Fall Meeting & Business Showcase  
Arizona Grand Resort & Spa, 8000 S. Arizona Grand Pkwy  
Phoenix, AZ 85044  
(877) 800-4888



866-890-5323



[WWW.LIDMA.ORG](http://WWW.LIDMA.ORG)



3227 S. Cherokee Lane Suite 1320,  
Woodstock GA 30188

# Life Insurance Direct Marketing Association



## Company Information (please print)

\_\_\_\_\_  
Company Name (as it should appear for recognition)

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Email

\_\_\_\_\_  
Company description for web and print materials  
(250-character limit please):

\$7500 Premier Package

\$6000 Executive Package

\$4000 Signature Package

Check If Table Desired

Check if Power Required

\$2500 Hydration Station

\$2500 Convention Mobile App

\$2500 Name Badge Lanyards

\$2500 Hotel Room Keys

\$4000 Sunday Welcome Reception

\$4000 Monday Cocktail Reception

\$3000 Espresso Cafe

\$3000 Life Lessons Presenter

\$Varies Keynote Presenter

## Payment Information

Check (Please make payable to LIDMA)

MC / VISA

American Express

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Exp. Date

\_\_\_\_\_  
Name as it appears on card

\_\_\_\_\_  
Cardholder's Signature

\$ \_\_\_\_\_ Total Payment

Mail checks to: LIDMA, Inc.  
3227 S. Cherokee Lane,  
Ste. 1320  
Woodstock, GA 30188